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PRESS RELEASE

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Jella Hoffmann to take the helm of the WEMF

Zurich, 13 October 2022 – Dr Jella Hoffmann to take over as CEO of the WEMF in January 2023. The new CEO will succeed Marco Bernasconi.

Dr Jella Hoffmann will take over as the new CEO of the WEMF from January 2023. Marco Bernasconi, who has led the research organisation since 2007, will take on the role of Deputy CEO in January 2023, continuing until spring 2024.

Marcel Kohler, Chair of the WEMF Board of Directors, is delighted with this development: «The Board of Directors knows that it has made an excellent choice by appointing Jella Hoffmann. We are fortunate to have been able to fill the position of CEO from within our own ranks. We are confident that Jella's management experience, technical expertise, empathy and drive will steer WEMF towards a promising future. We wish her every success in her new role.»

Marco Bernasconi also believes that the organisation is in good hands: «I'm very grateful to have Jella Hoffmann on board, as she's the best possible successor to lead the WEMF. In her new role, she will bring the necessary methodological knowledge, innovative strength, sensitivity to customer concerns and tenacity to deal with potential future challenges.»

Dr Jella Hoffmann studied communications and psychology, and also holds a doctorate in this field. She assumed overall responsibility for the research department at WEMF in January 2021 and has been a member of the Executive Board since August 2019. The future CEO is enthusiastic about her new role: «Over the coming years, the WEMF will continue to develop and expand its product portfolio and add new products to it. I'm delighted to be on this journey with such a driven and highly skilled team.»

WEMF AG für Werbemedienforschung

As a neutral and independent industry research organisation, WEMF AG für Werbemedienforschung ensures transparency in the media and advertising market. It provides market players with relevant data for smarter decisions. WEMF studies provide essential coverage of developments in the press, film and sponsorship. The WEMF tracks market developments across all media, which feeds into its cross-media studies Total Audience and MA Strategy. It also publishes the largest annual consumer media study in Switzerland in conjunction with MACH Consumer. The WEMF verifies the circulation of Swiss press media, certifies DOOH and collates various marketing-relevant statistics. With the MediaDB, it provides the market with a platform for efficient advertising planning. The WEMF also provides software for data analysis and the execution and management of advertising campaigns, and acts as a service provider for software development projects and the hosting of third-party data records.
More information: www.wemf.ch

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